How to create white papers

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Tips for creating a white paper

- Before you start writing your white paper, establish:
  - what your topic will be
  - what audience you're targeting
  - what you're trying to accomplish with it

- Come up with a clear, concise, and interesting title that sums up what the white paper is about

- How to structure a white paper:
  - Create an outline
  - Introduction
  - Provide some background on the problem or yourself
  - State the problem
  - Outline your solution(s) and include evidence
  - Conclusion

- Designing a white paper:
  - Use templates
  - Include your company name and logo
  - Use a simple color scheme that plays off any color in your logo
  - Create graphs and pie charts (try plot.ly)

- Once you created your white paper, post and promote it on a landing page
- Write copy that explains what the viewers will get when they download the white paper and why they should do it